What is claimed is:

1   1.   A method of enabling interactive communications
2   between mass media operators and mass media audiences
3   comprising:
4   associating an interactive prompt with a communication
5   of a mass communications medium, so that the interactive prompt
6   is received by an audience member; and
7   receiving a response from the audience member in
8   response to the interactive prompt from a communications device.

1   2.   The method of claim 1, wherein the communications
2   medium comprises a television broadcast network and the
3   communication comprises a television program.

1   3.   The method of claim 1, wherein the mass communications
2   medium comprises a radio broadcast network and the communication
3   is a radio program.

1   4.   The method of claim 1, wherein the mass communications
2   medium comprises a print medium and the communication is an
3   issue of a printed publication.

1   5.   The method of claim 2, wherein communications device
2   operates according to a wireless communications medium protocol.

1   6.   The method of claim 5, wherein the communications
2   device is a mobile telephone and the wireless communications
3   medium protocol is Wireless Access Protocol.

1 7. The method of claim 1, wherein the communications
2 medium protocol is Hyper-Text Transfer Protocol.
1

1 8. The method of claim 2, wherein associating comprises:
1 providing the prompt for insertion in the television
2 program prior to a transmission of the television program over a
3 television broadcast transmission medium to a television
4 receiver.

1 9. The method of claim 8, wherein providing comprises
2 providing the prompt to a character generator for insertion in
3 the television program as text.

1 10. The method of claim 8, wherein providing further
2 comprises providing the prompt for insertion in the television
3 program as audio.

1 11. The method of claim 2, wherein receiving further
2 comprises:
3 providing a Web site to receive the response.

1 12. The method of claim 8, wherein associating further
2 comprises:
3 receiving data concerning the interactive prompt, the
4 data including time scheduling of the interactive prompt within
5 the broadcast.

1 13. The method of claim 12, wherein providing further
2 comprises:

3   providing the Web site to receive the response based

4   on the time scheduling of the interactive prompt within the

5   broadcast.

1   14.   The method of claim 8, wherein the television

2   broadcast transmission medium is cable.

1   15.   The method of claim 8, wherein the television

2   broadcast transmission medium is satellite.

1   16.   The method of claim 8, wherein the television

2   broadcast transmission medium is terrestrial.

1   17.   The method of claim 8, wherein the television

2   broadcast transmission medium is aerial.

1   18.   The method of claim 3, wherein associating comprises:

2   providing the prompt for insertion in the radio

3   program prior to a transmission of the radio program over a

4   radio broadcast transmission medium to a radio receiver.

1   19.   The method of claim 18, wherein the radio broadcast

2   transmission medium is aerial.

1   20.   The method of claim 18, wherein the radio broadcast

2   transmission medium is a digital transmission medium.

1   21.   The method of claim 4, wherein associating comprises:

2   providing the prompt for insertion in the printed

3   publication prior to a delivery of the printed publication over

4   a printed communication medium to the audience member.

1   22.   The method of claim 21, wherein the print

2   communication medium is a paper publication.

1   23.   The method of claim 21, wherein the print

2   communication medium is a digital medium.

1   24.   The method of claim 21, wherein the print

2   communication medium is a billboard advertisement located in a

3   public place.

1   25.   The method of claim 5, wherein the communications

2   device is a mobile telephone and the wireless communications

3   medium protocol is Short Message Service.

1   26.   The method of claim 1, wherein the communications

2   device is a handheld computing device.

1   27.   A computer program product residing on a computer

2   readable medium for enabling interactive communications between

3   mass media operators and mass media audiences, comprising

4   instructions for causing a computer to:

5   associate an interactive prompt with a communication

6   of a mass communications medium by an operator of the mass

7   communications medium so that the prompt is received by a member

8   of an audience of the communication; and

9   enable the audience member to provide a response to

10   the interactive prompt using a communications device that

11   operates according to an Internet communications protocol.

1 28.   A computer program product residing on a computer

2 readable medium for enabling communications between mass media

3 operators and mass media audiences, comprising instructions for

4 causing a computer to:

5   generate a prompt for inclusion in a broadcast of a

6 program;

7   associate timing parameters with the prompt to

8 schedule an occurrence of the prompt within the program;

9   associate the prompt and the program with a Web site;

10 and

11   use the timing parameters to control the associated

12 Web site to receive responses to the prompt from members of an

13 audience of the program.

1 29.   A server system comprising:

2   a server configured to exchange communications with a

3 client computer, the communication exchanges of a type that

4 enables the client to associate timing parameters and attributes

5 with an interactive prompt played during a program, and

6 associate the interactive prompt with a Web site supported on

7 the server so that the Web site is prepared to receive responses

8 to the prompt from viewers.

1 30.   The server system of claim 29, further comprising:

2 a database coupled to the server;

3   wherein the server adds an entry for the interactive

4 prompt in the database and stores the responses received from

5 viewers in the database entry; and

6   wherein the server communicates the responses to the

7 client computer for viewing by a user of the client computer.

-24-